

## From the Top with Dr. Brian Wansink



Dear Corporate Challenge Partners,

I'm excited to announce the **Small Changes Summit** will be launched on **January 14, 2009**, at the MyPyramid Showcase. On this date, we will launch the combined Government-Science-Industry assault on obesity from all directions. In combination, we will all make it easier for consumers to make small changes to their diet and physical activity — small changes that will make a big difference for individuals, for families, and for the health of our Nation.

The Summit will kick-off at the Whitten Building's Portrait Patio at 9:30 a.m. (see agenda to the right). In addition to establishing a "historic date" for this **Small Changes Movement**, this date also establishes a basis for all that will follow in the year to come.

For our charter Corporate Challenge Partners, we'll be highlighting the tangible accomplishments (consumers you've reached). For the new Partners, we'll be highlighting your upcoming plans. For all Partners, we'll be meeting together in breakouts and during lunch to share ideas and to set the **Small Changes Movement** priorities for the upcoming year.

Yours in Small Changes,



Brian Wansink, Ph.D.  
Executive Director  
Center for Nutrition Policy and Promotion

## Small Changes Summit

**January 14, 2009**

**9:30 am - 2:00 pm**

### Agenda

Introduction

**Under Secretary Nancy Johner**

Remarks

**Secretary Ed Schafer**

*"Small Changes"*

**Dr. James O. Hill**

*"Small Changes: Partnering with MyPyramid"*

*The Psychology of Small Changes*

*The Results: The Corporate Challenge*

*The Newest Corporate Partners*

**Dr. Brian Wansink**

*"The Science and Success of Small Changes"*

**Dr. Gil Leveille**

Next Steps

**Under Secretary Nancy Johner**

Roundtables — 3 Best Ideas of What Could Be Done

Breakout 1: Youth and Education Associations

Breakout 2: General Population

Breakout 3: Special Populations  
(obese, diabetic, aged, etc.)

Lunch (Meet & Greet) — Secretary's Dining Room

## Partner Spotlight



**License to Snack** ([www.licensetosnack.com](http://www.licensetosnack.com)) is a Web-based tool featuring information and resources about healthier snacking developed by Frito-Lay in collaboration with the American Dietetic Association. It is an interactive, educational Web site designed to enhance understanding of how to incorporate snacks into a healthier diet.

The site has components for registered dietitians (RDs) and other health professionals, as well as consumers, and plays off a driving theme. RDs and health professionals are key "drivers" in nutrition education, helping consumers navigate the "roadways." Consumers earn their "license to snack" by learning how to make healthier snack choices.

**License to Snack** features MyPyramid tools in a variety of areas within the site. In the dietitian section, there are links to the MyPyramid Tracker and Menu Planner, tools nutrition professionals can use to guide consumers to individualize their daily meal plan and to keep track of snacks in their diet (you can view these tools by clicking on the "Driver's Ed" tab, then "Personal Dashboard"). The consumer section also features the MyPyramid Tracker and Menu Planner tools in the "Your Personal Dashboard" section, as well as "Snack the Pyramid" in the "Maps and Guides" section, which provides guidance on making healthier snack choices within the guidelines for each food group.

In addition to MyPyramid tools, **License to Snack** also features a variety of personalized nutrition tools including calculators to compute Body Mass Index (BMI), calories burned per activity, Target Heart Rate (THR) and energy requirements. These personalized nutrition calculators can help individuals maintain good energy balance. Check out the site today by visiting [www.licensetosnack.com](http://www.licensetosnack.com).

## Fresh from CNPP



### MyPyramid Audio Podcasts

Listen to MyPyramid Man explain how taking small steps can add up to real changes in your weight and health. These 29 audio podcasts cover a variety of topics from the Dietary

Guidelines and MyPyramid to simple tips to organizing your refrigerator and road trip snacking.

With the holidays approaching, check out “Party Time Strategies,” where you’ll hear tips on how to avoid an overeating disaster. Listen to good health and nutrition messages while you’re on the go!



The 13 members of the 2010 Dietary Guidelines Advisory Committee were announced October 24, 2008. The Committee’s first meeting was held in the USDA’s Jefferson Auditorium, October 30-31, 2008. Meeting minutes will be posted on the web site when available. The second meeting is tentatively scheduled to be held during the last week of January 2009. Details will be posted.

The process for developing the 2010 Dietary Guidelines for Americans is underway. To submit or view public comments related to the revision process for the 2010 Dietary Guidelines, please visit [www.DietaryGuidelines.gov](http://www.DietaryGuidelines.gov).

## New Members



Answers Media, LLC



Brothers International Food Group



Cornell University

Cornell Food and Brand Lab



Doctors Direct Healthcare, Inc.



Green Day Café Corporation



H.J. Heinz Company



InView Solutions



Learning ZoneXpress



NASH FINCH COMPANY

Nash Finch Company



National Association  
for Health and Fitness  
[www.physicalfitness.org](http://www.physicalfitness.org)

National Association  
for Health and Fitness



PULSE Health & Fitness  
Initiatives



National Association for the  
Education of Young Children

## Partner Feedback



**Tell us about how YOU  
are using MyPyramid...  
YOU could be the next Partner Spotlight!**

**(Please e-mail comments and suggestions to  
[jackie.haven@cnpp.usda.gov](mailto:jackie.haven@cnpp.usda.gov))**

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